Excel Project

Bike Users

Cleaned data:

* Removed duplicates
* Replaced “M”, “S” with “Married”, “Single”
* Replaced “M”, “F” with “Male”, “Female”
* Removed trailing zeroes from Income
* Used “IF” formula to create age brackets to group ages

Created Pivot Table

* Added Gender (Row), Purchased Bike (Column), and Income (Value)
* Adjusted value to reflect average income for both genders

Visualization

* Inserted bar chart to reflect data in pivot table
* Labeled axis and gave chart a title

Created Pivot Table

* Added Commute Distance (Row), Purchased Bike(Column, Value)
* Moved “10+ miles” to give data a cleaner appearance

Visualization

* Inserted line chart to reflect data in pivot table(2)
* Labeled axis and gave chart a title

Created Pivot Table

* Added Age Bracket (Row), Purchased Bike (Column, Value)
* Moved “Young Adult” to give data cleaner appearance

Visualization

* Inserted line chart to reflect data in pivot table(3)
* Labeled axis and gave chart a title

Created Dashboard

* Copy and pasted all charts to new worksheet
* Created Header and labeled dashboard
* Modified chart appearance to give a uniform look
* Added slicers “Marital Status”, “Region”, and “Education”

Analysis:

According to the data, married women with a bachelor’s degree in North America make upward of $10,000 more than married men and purchase more. This is also the case in Europe. The difference, however, is there isn’t such a large gap in income. In Europe, women seem to be far more likely to purchase than men. Middle aged individuals in North America also make up most purchases except those that have a partial high school education. People that have the shortest commute (0-1 miles) tend to purchase more than those who have a longer commute (10+ miles). In my analysis, I would target middle aged women who have an undergraduate degree or have completed high school as they are most likely to purchase.